

LOREEN ELBAKRY

Learning & Design Specialist

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EXECUTIVE SUMMARY

Learning and design specialist with a passion for designing and developing compelling courses that drive change. Proven expertise in blended and adult learning theory. Motivated to help businesses close knowledge gaps, increase productivity, promote positive workplace culture and meet business goals with creative, refreshing and learner-centered courses.

TECHNICAL SKILLS

Articulate Storyline . Articulate Rise . Vyond . Camtasia . Canva . Microsoft Office . Microsoft Teams . Zoom . Learning Management Systems (LMS) . Google Suite . Skype . ChatGPT .

PROFESSIONAL SKILLS

Adult Learning Theory . ADDIE . SAM . The Kirkpatrick Model . Job Aids . Virtual Instructor-Led Training (VILT) . Instructor-Led Training (ILT) . Blended Learning . Needs Assessment . Design Documents . Learning Objectives . Storyboards . Written & Verbal Communication . Active Listening . Adaptability

PROFESSIONAL EXPERIENCE

Instructional Designer

04/2023 to present

Freelance - Elbakry ID

- Partner with businesses to conduct gap analyses, target needs and set goals for training
- Collaborate with Subject Matter Experts (SMEs) to streamline training and ensure accuracy and effectiveness
- Conduct project kick-off meetings for project stakeholders to open lines of communication and set timelines
- Deliver design documents, storyboards, and training materials, including e-learning, job aids, and videos, on time to ensure efficiency in improving performance and meeting business goals
- Design unique experiences for learners that incorporate adult learning theory and UX design principles including clear objectives and structure, a mix of multimedia elements, interactions and scenarios, and feedback on assessments
- Review existing training materials to verify instructional effectiveness and eliminate redundancy and irrelevant content

Associate Market Builder / Training Developer

08/2022 to present

Independent Consultant

08/2020 to present

Monat Global

- Collaborate with stakeholders to conduct needs analysis of team in order to design VILTs and job aids using PowerPoint and Canva that improve service proficiency and increase sales volume by at least 10%
- Plan and create video tutorials for clients on specific products and processes in order to improve customer service experience

- Design and develop onboarding training for new clients using Rise 360 and Canva to improve customer retention and increase customer reorders by 20% within 2 months of implementation
- Plan, delegate and manage in-person and virtual events for team members and customers from conception to completion

High School English Teacher / Curriculum Writer

09/2011 to 08/2023

Oxford Public Schools . Oxford, CT

- Designed and developed several courses aligning to learning objectives and tailored to needs analysis results that reflected learner experience and skills gaps
- Analyzed data sets to design and develop more practical and engaging training modules that led to 20% improvement on assessments
- Led interdepartmental training on implementing different instructional modalities that increased effective communication and collaboration between peers by 30%
- Evaluated reception and success of module implementation using Google Form surveys to gauge learner experience and consider potential revisions based on feedback
- Collaborated with stakeholders weekly to track learner behavior changes and provide sound instructional recommendations
- Managed numerous projects with a wide range of tasks, including the Newspaper Club, a class trip to Disney World, a prom, a farmer's market, a fashion show, and more, from conception to completion

Staff Training Instructor & Evaluator

07/2017 to 03/2020

1:1 Tutor / Classroom Teacher

07/2011 to 07/2017

Summit Educational Group, LLC . Newton, MA

- Led in-person training for new hires related to evaluative practices
- Evaluated performance of new hires, identifying strengths and weaknesses to provide recommendations for support and re-training
- Analyzed individual student data to deliver strategic test-prep guidance to achieve the highest score possible
- Designed and implemented individualized instructional plans based on needs analysis leading to 95% of learners improving their score

EDUCATION

Certification | Applied Instructional Design

Applied Instructional Design Academy, Online

Master's Degree (M.Ed.) | Secondary English Education

University of Bridgeport, Bridgeport, CT

Bachelor's Degree (B.A.) | English; Italian Cultural Studies | *Magna Cum Laude*

University of Connecticut, Storrs, CT